
MTAC



Jakki Krage Strako

(A) Chief Customer & Marketing Officer

June 12, 2018

THANK YOU!



Thank You All for Your Continuous Support, Enthusiasm and Dedication!



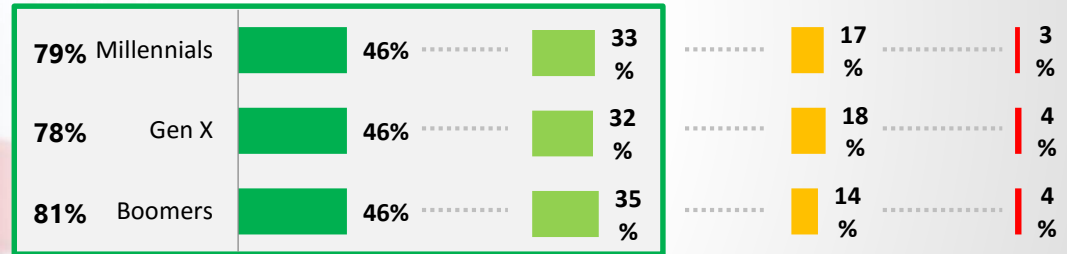
MAIL IS STILL EXCITING TO MOST



Excitement about mail is consistent across age groups

Like to discover what the mail brings every day and considers time spent looking at/reading mail time well spent

Agree ←  Disagree



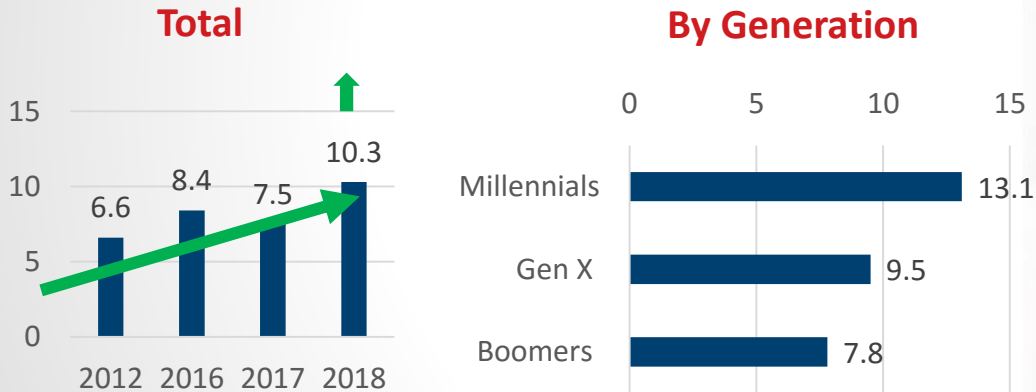
USPS Mail Moments Spring 2018

A15. People differ in their interest in receiving mail. Person G likes to discover what the mail brings them every day and considers the time that they spend looking at and reading mail time well spent. Person H does not give mail much attention. Are you more like Person G or like Person H? I am... Base size: Millennials=428, Gen X=429, Boomers=394

CONSUMERS SPEND TIME WITH THEIR MAIL

The average time spent sorting mail is increasing. Millennials spend the most time sorting mail, while Boomers spend the least.

Average Time Spent Sorting Mail (in minutes)

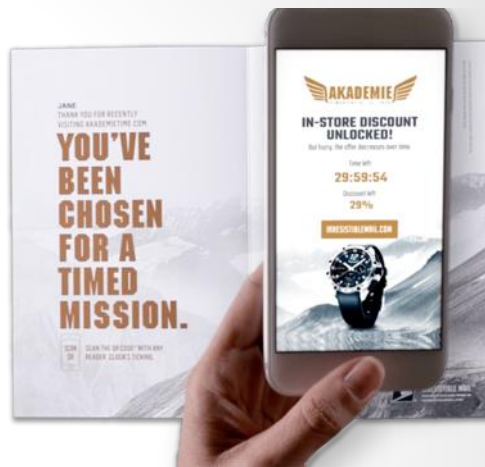


USPS Mail Moments Spring 2018:

A12. About how many minutes did you spend bringing in, sorting, and organizing your mail the last time you sorted the mail?

Think of the total minutes you spent doing these activities. Base size: 1309 total, Millennials=428, Gen X=429, Boomers=394

MAIL INNOVATION



Connecting
physical mail to digital
technology for enhanced
value

**Using variable data
printing & mailing
technologies** to increase
response rates and build
customer relationships

Using analytics
to personalize and to
deliver hyper-localized
Direct Mail

**Transforming from one-
dimensional to omni-
channel** across all mail
categories with enhanced
impressions

HOW VARIABLE DATA PRINTING HAS EVOLVED



ADDING A NAME

only to the piece
increased
response rates by

44%¹



ADDING FULL COLOR

increased
response rates by

45%¹



ADDING A NAME AND FULL COLOR

increased
response rates by

135%¹



APPLYING VARIABLE DATA INFORMATION

increased response
rates by a whopping

500%¹

1. Tony Curcio, "Here's how one company made the transition to complex variable data much easier," Graphic Arts, June 14, 2017.

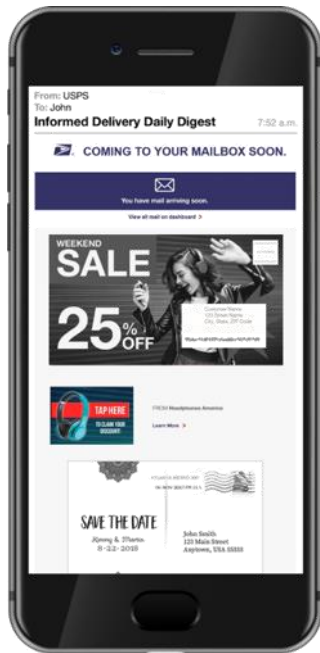
INFORMED DELIVERY GROWTH – THE NUMBERS



10.11M
Registered Users

8.74M
Registered Households

5.46M
Email-enabled Users



2,673
Campaigns Created

574
Brands Represented

67%
Average Email Open rate

Registered users, households, and email-enabled users as of June 2, 2018.

Campaigns completed and brands represented as of June 4, 2018.

Average email open rate as of May 31, 2018.

INFORMED DELIVERY GROWTH – THE NUMBERS

**Informed Delivery
user growth
continues to impress!**

24k+

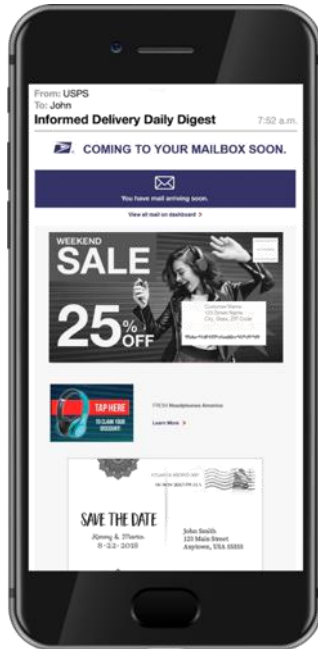
Daily User Registrations

99%

Email Opt-in Rate

95%

Email User Retention Rate



**A record number of
campaigns have been
submitted since NPF!**

200

Attendees Visited
the Solutions Studio

423

Campaigns Submitted
(May 9 – June 4)

127

Brands Represented (68 New)
(May 9 – June 4)

*Registered daily users, email opt-in, and user projections for May 2018 as of May 31, 2018.
Retention rate as of May 31, 2018 from November 1 to May 31, 2018.
Campaigns submitted and brands represented as of June 4, 2018.*

INFORMED DELIVERY PLATFORM

Give mailers new features to increase impact

2018

Multiple Addresses

Consumers and small businesses receive notifications for multiple addresses in one dashboard. This enables monitoring mail for family members, vacation homes, etc.

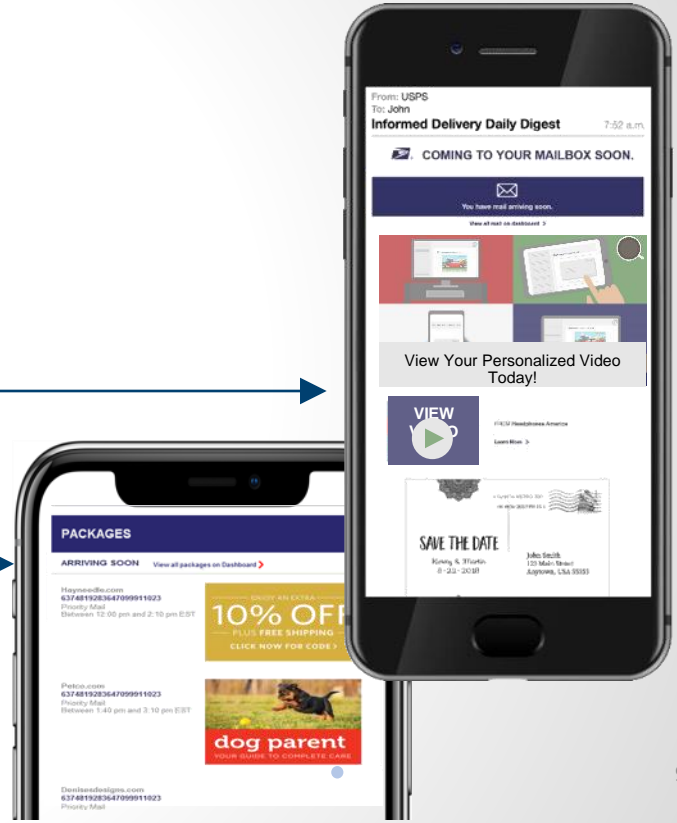
Personalized Campaigns

Allow mailers to conduct and report on campaigns on the individual mailpiece level.

Package Campaigns

Enables mailers to include interactive Ride-along content for any packages in the daily digest

Please note: visuals for discussion purposes only.



INFORMED DELIVERY CALCULATOR

Make It A Digital Conversation

Demonstrate

- More Reach
- More Attention
- More Conversion
- More Response

USPS Delivers™

Shipping Marketing About

Marketing | Tool

INFORMED DELIVERY®
FOR MARKETERS.
MORE RETURN.
NO EXTRA COST.*

Informed Delivery® lets your customers digitally preview mail and manage packages scheduled to arrive soon. It can also help marketers—like you—get more out of your investment in mail.**

Calculate your potential return by entering your numbers below:

MAIL VOLUME: 1000000

MAIL SPEND: \$300000

CLEAR ALL

Results

BASELINE INFORMED DELIVERY®

Metric	Baseline	Informed Delivery
13% MORE REACH ¹	1,000,000	1,130,000
39% MORE ATTENTION ¹	\$ 300,000	\$ 417,000
37% MORE RESPONSE ¹	51,000	69,870
20% MORE CONVERSIONS ¹	43,000	51,600

VIDEO MESSAGING

Designed for Messaging Strategy to Customers and Industry

7 videos

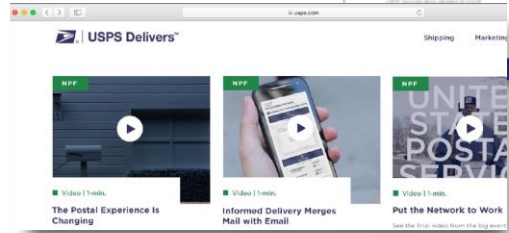
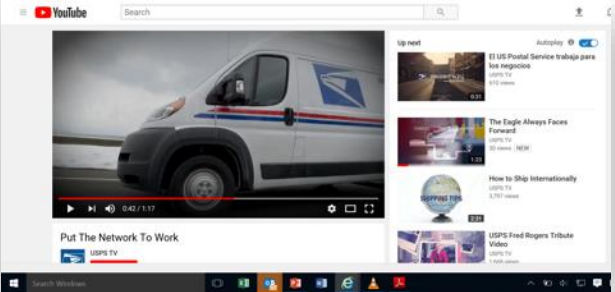
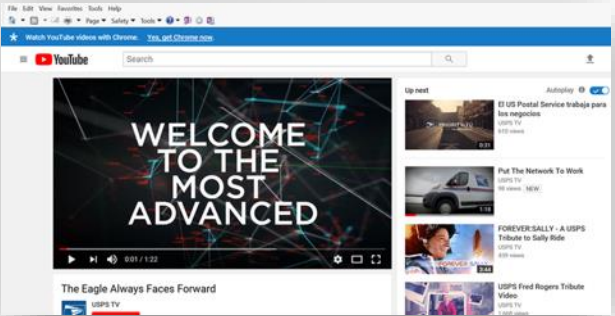
- The Eagle Always Faces Forward
- Seamless Innovations Behind USPS
- Informed Delivery Amplified Mail Reach
- Informed Visibility Offers Businesses Real Time Data
- The Postal Experience is Changing
- Informed Delivery Merges Mail with Email
- Put the Network to Work

Available on Multiple Platforms

- YouTube –USPS/TV -now
- uspsdelivers.com –June 29



VIDEO MESSAGING



MAILERS

AVP Thank You Postcard



Customer Connections



The Art & Science.

Informed Delivery Calculator



Thank You

